

# INPUT

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1280 Villa Street, Mountain View, CA 94041-1194      (415) 961-3300  
Telex 171407      FAX (415) 961-3966

December 8, 1989

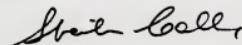
Ms. Kathie Sullivan  
Law Librarian  
MCNAMEE LOCHNER  
TITUS AND WILLIAMS  
P.O. Box 459  
Albany, NY 12201

Dear Ms. Sullivan:

Please find enclosed a sample issue of INPUT's EDI REPORTER INTERNATIONAL newsletter and a program brochure describing INPUT's Electronic Data Interchange Program.

If you would like further information about subscribing to this INPUT publication or have questions about INPUT's services please contact our Marketing Representative, Mark Drisko at (415) 961-3300.

Sincerely,



Sheila Collins  
Controller

Enclosure



November 9, 1989

Victor S. Wheatman  
INPUT EDI REPORTER  
Input  
1280 Villa Street  
Mountain View, CA 94041

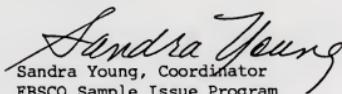
Dear Publisher:

We are pleased to send the attached requests for sample issues and/or further information for your publication which were received at the New York Library Association Conference, October 25-29, 1989.

It is requested that you send a sample issue, or further information if it is impractical to send a sample. As an extra service we are including pressure sensitive labels, along with a printed listing of the names and addresses.

We appreciate the opportunity to work with you and hope that we will be able to display your publication or publications at future conferences. If there is any way that I can be of assistance please contact me. I would be delighted to help in any way possible.

Sincerely,



Sandra Young, Coordinator  
EBSCO Sample Issue Program

enclosures



**EBSCO**  
**SAMPLE**  
**ISSUE**  
**PROGRAM**

P.O. Box 1943 • Birmingham, AL 35201 • (205) 991-1280 • Fax (205) 991-1479

RECEIVED  
SEP 22 1989  
MOUNTAIN VIEW

September 18, 1989

Victor S. Wheatman  
INPUT EDI REPORTER  
Input  
1280 Villa Street  
Mt. View, CA 94041

Sheila  
FYI

Subject: Display of INPUT EDI REPORTER at the following conferences:

American Society for Information Science  
Online '89

Dear Publisher:

Thank you for making reservations to exhibit your publication and for your payment of \$90.00.

As indicated on the reservation card, a sample of your publication will be displayed and your title will be listed on a form at each meeting whereby interested parties may request a sample copy and/or additional information. An EBSCO representative will administer the display program and will be responsible for collecting inquiries. Afterward, these names and addresses will be forwarded to you for follow-up.

It is a pleasure to be working with you in this program, and I hope it proves to be a successful endeavor.

Sincerely,

*Sandra Young*

Sandra Young, Coordinator  
EBSCO SAMPLE ISSUE PROGRAM

P.S. Your samples (2) were received in good condition. Thanks!



## CONTACT REPORT

DATE WRITTEN: 12/20/89

COMPANY: <u>EBS CO</u>	INPUT Staff: <u>(INIT.) JDW</u> <u>(INIT.)</u>	REASON: <input checked="" type="checkbox"/> Sales <input type="checkbox"/> Marketing <input type="checkbox"/> INPUT/output <input type="checkbox"/> Interview <input type="checkbox"/> Present'n <input type="checkbox"/> Support <input type="checkbox"/> Other:	RELATING TO: <input type="checkbox"/> CVAP <input type="checkbox"/> MAPS <input type="checkbox"/> SIPS <input type="checkbox"/> UISP <input type="checkbox"/> FCSP <input type="checkbox"/> SMAP <input checked="" type="checkbox"/> EDIP <input type="checkbox"/> IMNP <input type="checkbox"/> OAAP <input type="checkbox"/> CSPE <input type="checkbox"/> M/C <input type="checkbox"/> CUST. <input type="checkbox"/> OTHER
NAME: <u>MELINDA CHANDLER</u>		Contact Date: _____	CODE: <u>E-LET</u>
TITLE: _____			
ADDRESS: _____  AL	<input type="checkbox"/> Phone IN <input type="checkbox"/> Visit		
PHONE: (705) 991-1114			

Called in about Public Works - Canada subscription renewal. I told her price was going up to \$350 (U.S. Canada). She had invoice for \$295. Also told her that \$295 should be net to INPUT. Melinda will query Karen Holmes, head of publisher services. She also asked about:

- multiple copy prices?
- multiple year prices?

Melinda wants to update information on their "system"

 EXTRA PAGE(S) ATTACHED

ACTION DIST.	TIME REQUIRED	DESCRIBE ACTION OR FOLLOW-UP	BY WHEN	DONE	INFO DIST.
<u>Sheila</u>		Please call Melinda, and clarify relationship with EBS CO			<u>REB</u>

(Check all that apply)

 MAIL LIST    Client    Prospect    Press    Financial    Key Contact    Decision Maker    Product User

COPIES: • Original:  
 - Dist. Copying  
 - Corp. Contact File

• PM:  
 - Curr. Proj. File

• Branch Contact  
 File

• Mktg. Mgr.  
 - Mktg. File

• Sales Mgr.  
 • Originator

M&S 300/1  
 3/89 (R)

INPUT

**CONTACT REPORT**  
Continuation

COMPANY \_\_\_\_\_

NAME \_\_\_\_\_

# INPUT

---

1280 Villa Street, Mountain View, CA 94041-1194      (415) 961-3300  
Telex 171407      FAX (415) 961-3966

December 8, 1989

Ms. Alicia Chapero  
Assistant Librarian  
EPSIS/VESID LIBRARY  
209 EB  
Albany, NY 12234

Dear Ms. Chapero:

Please find enclosed a sample issue of INPUT's EDI REPORTER INTERNATIONAL newsletter and a program brochure describing INPUT's Electronic Data Interchange Program.

If you would like further information about subscribing to this INPUT publication or have questions about INPUT's services please contact our Marketing Representative, Jan Woolley at (415) 961-3300.

Sincerely,



Sheila Collins  
Controller

Enclosure



November 9, 1989

Victor S. Wheatman  
INPUT EDI REPORTER  
Input  
1280 Villa Street  
Mountain View, CA 94041

Dear Publisher:

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We appreciate the opportunity to work with you and hope that we will be able to display your publication or publications at future conferences. If there is any way that I can be of assistance please contact me. I would be delighted to help in any way possible.

Sincerely,

*Sandra Young*  
Sandra Young, Coordinator  
EBSCO Sample Issue Program

enclosures



# INPUT

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Telex 171407      FAX (415) 961-3966

December 8, 1989

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MCNAMEE LOCHNER  
TITUS AND WILLIAMS  
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Albany, NY 12201

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Sheila Collins  
Controller

Enclosure



# INPUT

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1280 Villa Street, Mountain View, CA 94041-1194      (415) 961-3300  
Telex 171407      FAX (415) 961-3966

December 8, 1989

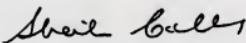
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Assistant Librarian  
EPSIS/VESID LIBRARY  
209 EB  
Albany, NY 12234

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Controller

Enclosure



November 9, 1989

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INPUT EDI REPORTER  
Input  
1280 Villa Street  
Mountain View, CA 94041

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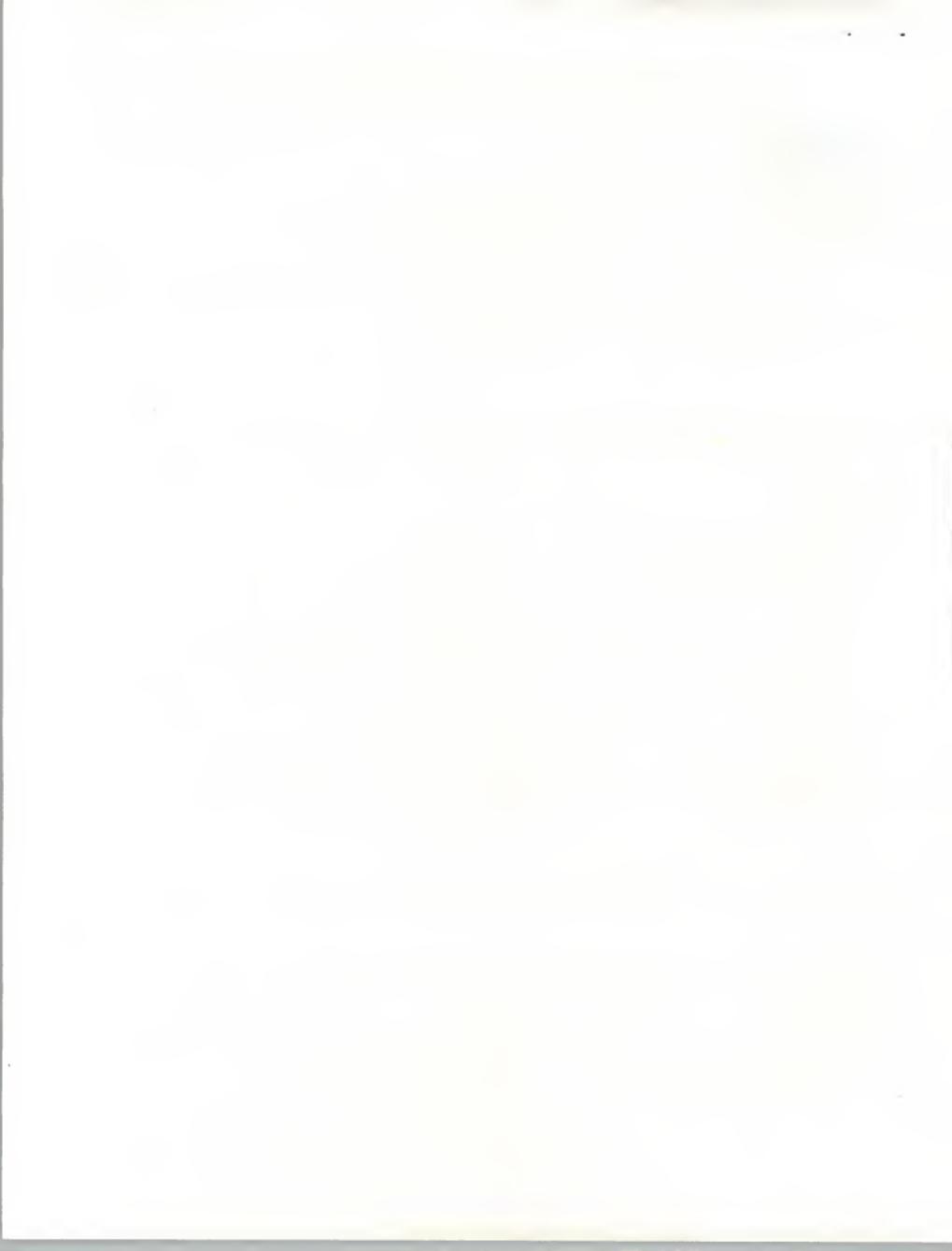
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Sincerely,

*Sandra Young*  
Sandra Young, Coordinator  
EBSCO Sample Issue Program

enclosures



INPUT EDI REPORTER

Kathie Sullivan, Law Librarian  
McNamee, Lochner, Titus and Williams  
P. O. Box 459  
Albany, NY 12201  
518-434-3136

Alicia Chaperero, Assistant Librarian  
EPSIS/VESID Library  
209 EB  
Albany, NY 12234

1980-1981

1981-1982

1982-1983

1983-1984

1984-1985

1985-1986

1986-1987

1987-1988



American Library Association Midwinter Conference  
January 13-18, 1990 in Chicago, Illinois

To display your publication at the American Library Association Midwinter Conference just check the information about your publication which is listed below and correct any information which is in error. Mark the box indicating that you would like your publication to be displayed and return the form in the enclosed prepaid envelope. Don't forget to send the samples you would like to display. Hurry! Deadline is December 15, 1989.

REFERENCE #: 2701

Victor S. Wheatman  
Input  
1280 Villa Street  
Mountain View, CA 94041

TITLE: INPUT EDI REPORTER

DESCRIPTION: Examines usage of and markets for electronic data interchange - paperless purchasing and related business functions. Has calendar of events and conference reports.

PRICE: \$295 FREQUENCY: MONTHLY

Yes, I want my publication to be displayed at the American Library Association Midwinter Conference.  
*Enclosed is a sample issue of the publication for display at the conference.*

( ) I agree to provide a sample copy of my publication to any librarian who requests a sample issue through the EBSCO Sample Issue Program.

( ) I am unable to send sample copies, but will send additional information to librarians who request it.

I'm enclosing \$\_\_\_\_\_ (Amount due equals the number of publications to be displayed multiplied by the display fee. \$55 for books, \$45 for periodicals.)

Please bill me \$\_\_\_\_\_ (Amount due includes a \$5.00 handling charge PER PUBLICATION.)

COST

\$55 PER BOOK / \$45 PER PERIODICAL

Checks written on non-U.S. banks should include a \$5.00 handling charge.

Please use separate sheet for additional titles.

Mailing Address	EBSCO Subscription Services ATTN: Sandra Young P.O. Box 1943 Birmingham, AL 35201-1943	Shipping Address	EBSCO Subscription Services ATTN: Sandra Young 5724 Highway 280 East Birmingham, AL 35242
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Signature: \_\_\_\_\_

**American Library Association  
Midwinter Conference  
January 13-18, 1990  
Chicago, Illinois**

The American Library Association Midwinter Conference attracts librarians from all over the United States. Librarians who attend the Midwinter Meeting are comprised of the Executive Board, the Budget Assembly, Councilors, members of the executive board of the divisions and round tables, and officers of committees and sections. All have been selected because of their contribution to the library profession. Approximately 8,000 attendees are expected at the conference and exhibits this year.

EBSCO's booth representatives greet and assist conference attendees. EBSCO provides conference attendees with a free printed listing of all publications on display. A request form is provided for librarians to use in requesting samples of periodicals and information about books.

After the conference these names and addresses are forwarded to you and you follow up with sample copies or information to these 'HOT' leads.

If you have questions contact:

Sandra Young  
Telephone 205-991-1280  
FAX 205-991-1479

ACT NOW: Check the information about your publication which is listed on the other side of the form. Return the form and your display samples to EBSCO before December 15, 1989.

# EBSCO'S SAMPLE ISSUE PROGRAM 1989-90 CONFERENCE SCHEDULE

Yes, I want my publication(s) to be displayed at the library-related conference(s) checked below. Enclosed is one sample issue of each publication for each conference chosen. **NOTE:** Deadline for registration is one month prior to conference date.

## 1989-1990 Conferences

- North Carolina Library Association  
October 10-13, 1989, Charlotte, NC
- Pennsylvania Library Association  
October 11-14, Pittsburgh, PA
- American Association of School Librarians  
October 19-22, Salt Lake City, UT
- New York Library Association  
October 25-29, Saratoga Springs, NY
- Georgia Library Association  
October 25-29, Jekyll Island, GA
- American Society for Information Science  
October 29-November 2, Washington, DC
- Online '89 Meeting  
November 7-9, Chicago, IL
- California Library Association  
November 11-14, Oakland, CA
- American Library Association - Midwinter  
January 13-18, 1990, Chicago, IL

- Computers in Libraries  
March, 1990, Washington, DC
- Illinois Library Association  
May 1-4, Springfield, IL
- Texas Library Association  
April, 1990, Texas
- Mountain Plains Library Association  
April, 1990
- Florida Library Association  
May, 1990, Florida
- National Online '90 Meeting  
May 1-3, New York, NY
- Medical Library Association  
May 18-24, Detroit, MI
- Special Libraries Association  
June 9-14, Pittsburgh, PA
- American Association of Law Libraries  
June 24-27, Minneapolis, MN
- American Library Association  
June 23-29, Chicago, IL

EBSCO provides conference attendees with a printed listing of all publications on display. A REQUEST FORM is provided to use in requesting sample issues of any magazine, journal, newspaper or newsletter. Following the conference, we forward any requests for sample issues or additional information to you.

<b>COST PER CONFERENCE</b> \$55 per book/\$45 per periodical
---

I agree to provide a sample copy of my publication to any librarian who requests a sample issue through the EBSCO Sample Issue Program.

I am unable to send sample copies, but will send additional information to librarians who request it.

I'm enclosing \$ 90. (Amount due equals the number of publications to be displayed multiplied by the display fee PER CONFERENCE.)

Please bill me \$ \_\_\_\_\_. (Amount due includes a \$5.00 handling charge PER PUBLICATION, PER CONFERENCE.)

(Please Type or Print)

Publication Title: INPUT'S EDI Reporter

Frequency: mo Price: \$95/yr ISSN/ISBN: K/A

Descriptive Copy (25 words or less): Provides monthly "inside" coverage of the Electronic Data Interchange industry - the electronicization of routine business documents.

Signature: Mary Skidmore

Print Name: Victor S. Whartzen

Firm: INPUT

Address: 1200 0.11a ST

City: MT View

State: CA

Zip: 94041

Country: US

Telephone: (415) 961 3300

Date: 9/6/89

Please use separate sheet for additional titles.



August 25, 1989

For your  
records

Victor S. Wheatman  
INPUT EDI REPORTER  
Input  
1280 Villa Street  
Mountain View, CA 94041

Subject: Display of INPUT EDI REPORTER at the following conferences:

Pennsylvania Library Association - October, 1989  
New York Library Association - October, 1989  
Georgia Library Association - October, 1989  
California Library Association - November, 1989

Dear Publisher:

Thank you for making reservations to exhibit your publication and for your payment of \$180.00.

As indicated on the reservation card, a sample of your publication will be displayed and your title will be listed on a form at each meeting whereby interested parties may request a sample copy and/or additional information. An EBSCO representative will administer the display program and will be responsible for collecting inquiries. Afterward, these names and addresses will be forwarded to you for follow-up.

It is a pleasure to be working with you in this program, and I hope it proves to be a successful endeavor.

Sincerely,

*Sandra Young*

Sandra Young, Coordinator  
EBSCO SAMPLE ISSUE PROGRAM

P.S. Your samples (4) were received in good condition. Thanks!

898 829712



August 25, 1989

*For your  
records*

Victor S. Wheatman  
INPUT EDI REPORTER  
Input  
1280 Villa Street  
Mountain View, CA 94041

Subject: Display of INPUT EDI REPORTER at the following conferences:

- Pennsylvania Library Association - October, 1989
- New York Library Association - October, 1989
- Georgia Library Association - October, 1989
- California Library Association - November, 1989

Dear Publisher:

Thank you for making reservations to exhibit your publication and for your payment of \$180.00.

As indicated on the reservation card, a sample of your publication will be displayed and your title will be listed on a form at each meeting whereby interested parties may request a sample copy and/or additional information. An EBSCO representative will administer the display program and will be responsible for collecting inquiries. Afterward, these names and addresses will be forwarded to you for follow-up.

It is a pleasure to be working with you in this program, and I hope it proves to be a successful endeavor.

Sincerely,

*Sandra Young*  
Sandra Young, Coordinator  
EBSCO SAMPLE ISSUE PROGRAM

P.S. Your samples (4) were received in good condition. Thanks!

6961 826 06H  
MOUNTAIN VIEW LIBRARY



**Reservation Form**  
**EBSCO's Sample Issue Program**

(Please type or print)

Publication Title: INPUT EDI Reporter

Freq: mo Price: \$295

Descriptive Copy (25 words or less): Examines usage  
of and markets for Electronic Data  
Interchange - paperless purchasing  
and related business functions.  
Has calendar of events and conference  
reports. INPUT

Company: INPUT

Address: 1250 Villa St

City: Mt. View State/Province: CA Zip: 94041

Country: USA

Telephone: (415) 961-3300

Signed by: R. J. Young

Print Name: Victor S. Whetstone

Date: 8/21/89

Please use separate sheet for additional titles.

Questions? Call Sandra Young, (205) 991-1280.

Mailing: EBSCO Subscription Services  
Address: ATTN: Sandra Young, Adv. Dept.  
P.O. Box 1943  
Birmingham, AL 35201-1943 U.S.A.

Please Note: Use Mailing Address (above) ONLY for packages  
being sent via U.S. Mail. Otherwise, use Shipping Address  
below:

Shipping: EBSCO Subscription Services  
Address: ATTN: Sandra Young, Adv. Dept.  
Top of Oak Mountain, Hwy. 280E  
Leeds, AL 35094, U.S.A.

Complete this reservation form and return with sample  
issue(s) before the earliest deadline to display at *all six*  
conferences!

**Additional Promotional Opportunities**

I am interested in learning about the possibility  
of advertising in EBSCO's catalogs for the various library  
markets.

**EBSCO will  
display your  
publication for  
thousands of  
librarians to see  
in...**

**...Pennsylvania**  
**...New York**  
**...California**  
**...North Carolina**  
**...Georgia**  
**...Utah**

**Please route this itinerary to:**

The Circulation Director  
 The Promotion Director  
 The Editor  
 The Publisher



## **EBSCO's Sample Issue Program is your selling tool to influential librarians across the country.**

Every year, members of library associations in every state gather at conferences to share ideas and learn more about their industry. EBSCO will be there, too, with its Sample Issue Program. Through this program, publishers from around the world can place their publications before the influential librarians who order subscriptions. Join EBSCO in North Carolina, Pennsylvania, Utah, New York, Georgia, and California. Include your titles in EBSCO's impressive list of publications, and have them at the fingertips of librarians nationwide!

For only \$45, your magazines, journals, newsletters, and newspapers will be seen by thousands of librarians. These are the librarians you want to influence -- and EBSCO's Sample Issue Program is the way to access those librarians.

Here's what EBSCO does:

EBSCO's booth representatives greet and assist conference attendees and provide them with a free printed listing of all publications on display. A request form is provided for librarians to use in requesting sample issues of any magazine, journal, book, newspaper or newsletter which interests them. Following the conference, we forward any requests for sample issues to you. In the case of books, annuals, directories or other costly publications, librarians can request additional information. These requests are also forwarded to you after the conference.

Here's all you do:

Just send your completed reservation form and one sample copy for each conference you choose to the address on the reverse side of the reservation form. Your sample(s) will not be returned to you following the conferences unless you specifically request it. After the conference, just fulfill the requests you receive from EBSCO.\*

\* Understandably, EBSCO can in no way guarantee requests for your publication(s).

## **Reservation Form EBSCO's Sample Issue Program**

YES, I want my publication(s) to be displayed at the fall conference(s) checked below. Enclosed is one sample issue of each publication for each conference chosen.

I agree to provide a copy of my publication to any librarian who requests a sample issue through the EBSCO Sample Issue Program.

Because my publication is a book, annual, directory or other costly publication, I am unable to send sample copies to those expressing interest, but I will send additional information on the publication.

Please RETURN publication to me following the conference. I understand there is an additional \$10.00 charge per publication for this service.

### **COST PER CONFERENCE**

\$45 per periodical  
\$55 per book

Add \$10 if publication is returned to you

I'm enclosing \$180. (Amount due equals number of publications to be displayed multiplied by display fee PER CONFERENCE.)

Please bill me \$\_\_\_\_\_. (Amount due includes cost plus a \$5.00 handling charge per publication per conference.)

\* U.S. Dollars. Checks written on non-U.S. banks should include a \$5.00 handling charge.

North Carolina Library Association  
October 10-13, Charlotte, NC

Pennsylvania Library Association  
October 11-14, Pittsburgh, PA

American Association of School Librarians  
October 19-22, Salt Lake City, UT

New York Library Association  
October 25-29, Saratoga Springs, NY

Georgia Library Association  
October 25-29, Jekyll Island, GA

California Library Association  
November 11-14, Oakland, CA

Reservation deadline is 30 days before conference date.  
Please complete reverse side of reservation form.



RECEIVED

AUG 28 1989

Mountain View,

August 23, 1989

Sheilia Collins  
INPUT  
1280 Villa Street  
Mountain View, CA 94041

Dear Ms. Collins:

It was a pleasure speaking with you on the telephone. The enclosed brochure outlines the services which we have developed to increase circulation and decrease administrative problems for publishers.

Primarily, our efforts are aimed toward subscription acquisition in libraries of all types - academic, school, public, government, research, medical, corporate, law. Our field staff of professional sales and service people assists librarians and purchasing agents with serials selections, and provides service during the life of the subscription.

EBSCO offers these publisher services with no upfront cost to you. Your products are added to our file and catalog listings along with pertinent subscription information. When an order is acquired and forwarded to you, we ask that we be allowed to remit at a reduced rate of 90%. The 10% difference between the retail price and our remittance is our commission for acquiring and renewing the subscriber, and for handling all communications with that subscriber.

Your interest in EBSCO is appreciated. Thank you for reviewing this letter and the enclosed brochures. If I can be of service, please contact me at your convenience.

Sincerely,

Karen Holmes  
Publisher Relations Coordinator

Enclosures

PUBLISHER RELATIONS  
P.O. BOX 1943  
BIRMINGHAM, AL 35201  
USA (205) 991-1657  
TELEX 79-2662  
FAX (205) 991-3797

626 S. Northwest Highway  
Barrington, IL 60010  
(312) 385-2800

P.O. Box 2520  
Birmingham, AL 35202  
(205) 995-0725-0726  
Tele 78-2663

5350 Alpha Road  
Dallas, TX 75240  
(214) 387-2310

2727 Bryan Street, Suite 100  
Denver, CO 80231  
(303) 435-8741-433-3235

EBSCO Direct  
Red Bank, NJ 07701  
(201) 842-3000  
Tele 332-4594

3 Waters Park Drive  
Suite 200  
San Mateo, CA 94403  
(415) 573-1305

800 Forbes Place Suite 204  
Springfield, VA 22151  
(703) 323-9630

17-19 Market Street  
Trenton, NJ 08601  
(201) 961-2500-(212) 645-3753 N.Y.  
Tele 3-5125

Foreign Direct Office  
P.O. Box 350  
Birmingham, AL 35201  
(205) 991-6600  
Tele 78-2663

Bennett-EBSCO Subscription Services  
23 Market Street  
North Sydney, NSW 2006  
Australia  
(02) 5861-2500  
Tele 7304#

EBSCO-Olinda  
Joaquim Branco  
1049-G  
20-00 Rio De Janeiro-RJ

Brasil  
252-1821 / 252-1877

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20 McDonald's Road  
Scarborough Ontario  
Canada M1S 3S5  
(416) 297-8382

EBSCO Subscription Services  
Via Francesco 30  
10128 Torino  
Italy  
(011) 544600

EBSCO Subscription Services  
P.O. Box 204  
1430 AE Antwerpen  
The Netherlands  
(03) 28025480  
Tele 28529

EBSCO Subscription Services  
Wernerstrasse 15  
D-8000 Munich 80 - West Germany  
(089) 85-340200

Les Services d'abonnement  
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Suite 300  
St. Lambert, Quebec  
Canada J4T 1L3  
(514) 375-3731

EBSCO  
SUBSCRIPTIONS, INC.

J.T. STEPHENS, PRESIDENT  
BIRMINGHAM, ALABAMA 35201  
(205) 991-6600



For as little as \$45 per publication per conference, your magazines, journals, newsletters, books, and newspapers will be seen by thousands of librarians and other subscription buyers. These are the librarians you want to influence -- and EBSCO's Sample Issue Program is the way to access those librarians.

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tional information. These requests are also forwarded to you after the conference.

**Here's all you do:**

Just send us **one sample copy per conference of each publication** you wish to display, along with the completed reservation form on the reverse side before the reservation deadline. **Your samples will not be returned following the conference unless you specifically request it.** Send sample(s) and form to the address shown below. After the conference, just fulfill the requests you receive from EBSCO.\*

\*Understandably, EBSCO can in no way guarantee requests for your publication(s).

**NOTE:** If you are shipping through the postal service, use **mailing address** listed

at right. If you are shipping through a commercial carrier such as United Parcel Service or Federal Express, use **shipping address**. Reservation deadline is one month prior to conference date.

**QUESTIONS?** Call Sandra Young, (205) 991-1280.

**Mailing address:**

EBSCO Subscription Services  
Attn: Sandra Young  
P.O. Box 1943  
Birmingham, AL 35201 U.S.A.

**Shipping address:**

EBSCO Subscription Services  
Attn: Sandra Young  
Top of Oak Mountain, Hwy. 280  
Leeds, AL 35094 U.S.A.



## **EBSCO's Sample Issue Program 1989-90 Conference Schedule**

**Please route to:**

- The Circulation Director
- The Promotion Director
- The Editor
- The Publisher

## EBSCO'S SAMPLE ISSUE PROGRAM 1989-90 CONFERENCE SCHEDULE

Yes, I want my publication(s) to be displayed at the library-related conference(s) checked below. Enclosed is one sample issue of each publication for each conference chosen. **NOTE:** Deadline for registration is one month prior to conference date.

### 1989-1990 Conferences

- North Carolina Library Association  
October 10-13, 1989, Charlotte, NC
- Pennsylvania Library Association  
October 11-14, Pittsburgh, PA
- American Association of School Librarians  
October 19-22, Salt Lake City, UT
- New York Library Association  
October 25-29, Saratoga Springs, NY
- Georgia Library Association  
October 25-29, Jekyll Island, GA
- American Society for Information Science  
October 29-November 2, Washington, DC
- Online '89 Meeting  
November 7-9, Chicago, IL
- California Library Association  
November 11-14, Oakland, CA
- American Library Association - Midwinter  
January 13-18, 1990, Chicago, IL

- Computers in Libraries  
March, 1990, Washington, DC
- Illinois Library Association  
May 1-4, Springfield, IL
- Texas Library Association  
April, 1990, Texas
- Mountain Plains Library Association  
April, 1990
- Florida Library Association  
May, 1990, Florida
- National Online '90 Meeting  
May 1-3, New York, NY
- Medical Library Association  
May 18-24, Detroit, MI
- Special Libraries Association  
June 9-14, Pittsburgh, PA
- American Association of Law Libraries  
June 24-27, Minneapolis, MN
- American Library Association  
June 23-29, Chicago, IL

EBSCO provides conference attendees with a printed listing of all publications on display. A REQUEST FORM is provided to use in requesting sample issues of any magazine, journal, newspaper or newsletter. Following the conference, we forward any requests for sample issues or additional information to you.

<b>COST PER CONFERENCE</b> \$55 per book/\$45 per periodical
---

- I agree to provide a sample copy of my publication to any librarian who requests a sample issue through the EBSCO Sample Issue Program.
- I am unable to send sample copies, but will send additional information to librarians who request it.
- I'm enclosing \$ \_\_\_\_\_. (Amount due equals the number of publications to be displayed multiplied by the display fee PER CONFERENCE.)
- Please bill me \$ \_\_\_\_\_. (Amount due includes a \$5.00 handling charge PER PUBLICATION, PER CONFERENCE.)

(Please Type or Print)

Publication Title: \_\_\_\_\_

Frequency: \_\_\_\_\_ Price: \_\_\_\_\_ ISSN/ISBN: \_\_\_\_\_

Descriptive Copy (25 words or less):  
\_\_\_\_\_  
\_\_\_\_\_

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

Firm: \_\_\_\_\_ Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: (\_\_\_\_\_) \_\_\_\_\_ Date: \_\_\_\_\_

**Please use separate sheet for additional titles.**

For as little as \$45 per publication per conference, your magazines, journals, newsletters, books, and newspapers will be seen by thousands of librarians and other subscription buyers. These are the librarians you want to influence - and EBSCO's Sample Issue Program is the way to access those librarians.

**Here's what EBSCO does:**

EBSCO's booth representatives greet and assist conference attendees and provide them a **free** listing of all publications on display. A **request form** is provided for librarians to use in requesting sample issues of any magazine, journal, book, newspaper or newsletter which interests them. Following the conference, we forward any requests for sample issues to you. In the case of books, annuals, directories or other costly publications, librarians can request addi-

tional information. These requests are also forwarded to you after the conference.

**Here's all you do:**

Just send us **one sample copy per conference of each publication** you wish to display, along with the completed reservation form on the reverse side before the reservation deadline. **Your samples will not be returned following the conference unless you specifically request it.** Send sample(s) and form to the address shown below. After the conference, just fulfill the requests you receive from EBSCO.\*

\*Understandably, EBSCO can in no way guarantee requests for your publication(s).

**NOTE:** If you are shipping through the postal service, use **mailing address** listed

at right. If you are shipping through a commercial carrier such as United Parcel Service or Federal Express, use **shipping address**. Reservation deadline is one month prior to conference date.

**QUESTIONS?** Call Sandra Young, (205) 991-1280.

**Mailing address:**

EBSCO Subscription Services  
Attn: Sandra Young  
P.O. Box 1943  
Birmingham, AL 35201 U.S.A.

**Shipping address:**

EBSCO Subscription Services  
Attn: Sandra Young  
Top of Oak Mountain, Hwy. 280  
Leeds, AL 35094 U.S.A.



## **EBSCO's Sample Issue Program 1989-90 Conference Schedule**

Please route to:

- The Circulation Director
- The Promotion Director
- The Editor
- The Publisher

## EBSCO'S SAMPLE ISSUE PROGRAM 1989-90 CONFERENCE SCHEDULE

Yes, I want my publication(s) to be displayed at the library-related conference(s) checked below. Enclosed is one sample issue of each publication for each conference chosen. **NOTE:** Deadline for registration is one month prior to conference date.

### 1989-1990 Conferences

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October 10-13, 1989, Charlotte, NC
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- New York Library Association  
October 25-29, Saratoga Springs, NY
- Georgia Library Association  
October 25-29, Jekyll Island, GA
- American Society for Information Science  
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November 11-14, Oakland, CA
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- Special Libraries Association  
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EBSCO provides conference attendees with a printed listing of all publications on display. A REQUEST FORM is provided to use in requesting sample issues of any magazine, journal, newspaper or newsletter. Following the conference, we forward any requests for sample issues or additional information to you.

<b>COST PER CONFERENCE</b> \$55 per book/\$45 per periodical
---

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- I am unable to send sample copies, but will send additional information to librarians who request it.
- I'm enclosing \$ \_\_\_\_\_. (Amount due equals the number of publications to be displayed multiplied by the display fee PER CONFERENCE.)
- Please bill me \$ \_\_\_\_\_. (Amount due includes a \$5.00 handling charge PER PUBLICATION, PER CONFERENCE.)

(Please Type or Print)

Publication Title: \_\_\_\_\_

Frequency: \_\_\_\_\_ Price: \_\_\_\_\_ ISSN/ISBN: \_\_\_\_\_

Descriptive Copy (25 words or less):  
\_\_\_\_\_  
\_\_\_\_\_

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

Firm: \_\_\_\_\_ Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: (\_\_\_\_\_) \_\_\_\_\_ Date: \_\_\_\_\_

**Please use separate sheet for additional titles.**

PS SY

**YES!** Because my publication has fewer than 20,000 paid subscribers and a selling price of \$50 or over, I am likely to qualify for EBSCO's Publisher Promotion & Fulfillment services.  
Please contact me with further details.

Name of publication(s) \_\_\_\_\_

Number of current paid subscriptions \_\_\_\_\_ Annual price of subscription(s) \_\_\_\_\_

What average percentage of your subscribers renew each year? \_\_\_\_\_

How many pieces of direct mail do you send out annually to promote new subscriptions (e.g., 5,000, 10,000, 50,000, etc.)? \_\_\_\_\_

Name \_\_\_\_\_ Position \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Beth Bradley, Publisher Promotion & Fulfillment, EBSCO Industries, Inc., P.O. Box 1943, Birmingham, AL 35201  
Phone (205)991-1176 Fax (205)995-1588

Detach here and mail today!



Watch your circulation and  
your profits increase  
while your headaches and  
expenses decrease.

Your own subscription office. It's waiting for you.

Look inside for details now!

A Very Important Announcement from EBSCO

**PLEASE ROUTE:**

- Publisher
- Managing Editor
- Sales/Marketing Manager
- Business Manager
- Circulation Director

You can hand over all  
those promotion and  
renewal details to  
specialists who will give  
you the personal service  
you deserve.

Look inside to see how!

## Get the Customized Service and Reports You Can't Get from Other Advertising or Fulfillment Services

### Dear Publisher:

You know how important it is to produce effective promotional literature, to send renewal notices promptly, and to process orders efficiently.

You also know how time-consuming those details can be if you handle them yourself . . . or if your fulfillment office isn't handling them **efficiently** leaving you to deal with dissatisfied subscribers.

*Now, if you have a subscriber base of under 20,000 and a selling price of \$50 or over, you may qualify to turn all those headaches over, with no risk, to specialists who will handle your renewals, conduct your promotions, handle your customer service, and provide you with the data you need to do your job better.*

You will get the experience, the contacts, the computers, the phones, and the people. We'll do the job with the **care and expertise** you would give it — if you had time.

We'll process the orders, mail the claims, handle the complaints, and update the files. We'll create and finance your promotions . . . produce them at our expense and even pay for all the printing and mailing. All you do is mail your issues and **keep your profits.**

Publishers from around the world have used our promotion and fulfillment services for years. *Now it's your turn.* Whether your publication is a journal, a newsletter, or an annual, we can do the work for you. If your subscriber base is less than 20,000 and your selling price \$50 or over, you may qualify for our special program.

### Fulfillment/Renewals — *Here's what you'll get:*

- Toll-free number for your subscribers, *at our expense.*
- Your own customer representative to process orders, take calls, handle questions and claims, and mail sample copies.
- Full, multi-letter renewal series with telephone follow-up.
- Telephone renewal analysis reports.
- Maintenance of your subscriber base, including paid and complimentary subscribers.

- Regular order summaries and payment to you.
- Mailing labels.
- Statistical reports including breakdowns by geographic area and subscriber type and year-to-date comparisons by new and renewal.

### Promotions — *Here's what we can do for you:*

- Pinpoint key markets for your direct mail and acquire or produce mailing lists.
- Create, produce and mail your promotional material.
- Represent your publication at library and **specialized** conferences.
- Advertise in appropriate EBSCO catalogs.
- Analyze marketing statistics and track source codes of new subscribers.
- Send you customized reports on our promotional efforts . . . you'll know what we mail, how many we mail, the markets we mail to, what works and why, what doesn't, and how we'll **improve** our efforts the next time.

"Your subscribers will notice how your publication has improved because you'll be free to concentrate on the editorial details of publishing.

You'll rest easier, knowing that our team of specialists is working for you. You'll have the best of both worlds . . . complete control of your promotion and fulfillment operations with none of the worries.

If you want more information on our services, and a quote at no obligation, fill out the no-risk information card below and send it in today.

*Yours for a Profitable Future,*

  
Beth Brady

General Manager

... with EBSCO's Publisher Promotion & Fulfillment — *And at No Out-of-Pocket Costs to You!*

## PUBLISHER PROMOTION & FULFILLMENT

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and send the money to you.



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Barrington, IL 60010  
(312) 337-2290 Telex 72-2486

F. Dixon Brooks, Jr., General Manager  
P.O. Box 2543  
Birmingham, AL 35202  
(205) 937-8258/728 Telex 78-2683  
James C. Richardson, General Manager  
5350 Alpha Drive  
Dallas, TX 75240  
(214) 387-2426

Juneau O'Neal, General Manager  
2727 Bannister Road, Suite 100  
Denver, CO 80211  
(303) 433-8743/3235

Wayne R. Thyrden, General Manager  
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Los Angeles, CA 90009  
(213) 772-2381

Philip E. N. Greene, III, General Manager  
EBSCO Business Services  
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(201) 842-3600 Telex 132-404

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San Mateo, CA 94403  
(415) 572-1505

Howard C. Carson, General Manager  
8000 Forbes Place, Suite 204  
Springfield, VA 22151  
(703) 321-9630

Alan F. Block, General Manager  
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Trenton, NJ 08740  
(31) 558-2500  
(212) 895-3715 (New York) Telex 13-5125

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Foreign Direct Office  
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Birmingham, AL 35201  
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20-93-00000 de Janeiro-RJ Brazil  
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70 McGriskin Road  
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(416) 297-5282

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CANADA LTD.  
Six Boulevard Desjardins, Suite 308  
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31/2977-23949 Telex 18529

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39-11-544826

Metin Turkmen  
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Yayinlar Temsilciligi  
Mescitliy Cad. 5/4  
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Turkey  
Tel: 258894 Telex: 48330

SERVING: Illinois, Indiana, Iowa,  
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Wisconsin

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Tennessee, Puerto Rico, and Virgin  
Islands

SERVING: Arkansas, Louisiana,  
Oklahoma, Texas, Central America,  
and Mexico

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Montana, Nebraska, North and South  
Dakota, Utah, Wyoming

SERVING: Arizona, California (San  
Luis Obispo, Kern, and San  
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South, Nevada, New Mexico

SERVING: Connecticut, Maine,  
Massachusetts, New Hampshire,  
Rhode Island, South New Jersey,  
Southern New England, Vermont

SERVING: Alaska, California (North of  
San Luis Obispo, Kern, and San  
Bernardino Counties), Hawaii, Idaho,  
Oregon, Washington, U.S.A. Territory  
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SERVING: Delaware, Maryland, North  
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West Virginia

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Jersey, Pennsylvania (except the  
Southeastern section)

SERVING: All nations except Australia,  
Brazil, Canada, Central America,  
Mexico, New Zealand, U.S.A., and  
those in Western Europe

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SERVING: Brazil

SERVING: Canada, except Quebec

SERVING: Quebec

SERVING: Western Europe except  
Italy and West Germany

SERVING: West Germany

SERVING: Italy

SERVING: Turkey

## The Subscription Agency

# A BASIC INTRODUCTION



## Why Use a Subscription Agency?

When you order serial subscriptions directly from publishers, processing and mailing orders to each publisher is necessary. You must then receive and approve an invoice from each publisher, prepare and mail a check to each publisher, and eventually reconcile and file all those checks. Without considering the clerical and paperwork expense, the cost of postage and envelopes alone would be significant.

When you realize that it is not unusual for some subscribers to order hundreds or even thousands of subscriptions each year, you can readily see what a mountain of paperwork results. Imagine the publishers in the diagram below multiplied by 1,000 or more for a visual picture of the paperwork problem.

Consequently, using a subscription agency is highly desirable because virtually all of this paperwork and cost are transferred to the agency. When a subscriber uses an agency, the paperwork flow is simpler, more accurate, and cost effective.

*A subscription agency reduces time-consuming paperwork to three simple steps.*

You can send one order for all your titles to the agency. The agency will send back one completely detailed invoice which can be paid with one check, thus relieving the subscriber of a mass of paperwork and the internal cost of the clerical effort involved. You can appreciate the simplification by comparing the diagrams below.

The agency takes your order and "processes" it. This means that an order is sent to the publisher of every title you want, with full payment attached... thus acting as the subscriber's "agent."

It is interesting to note that even though an agency orders hundreds of thousands of publications, the agency never actually sees the publications. When an order is sent to the publisher, the agency specifies the subscriber's mailing address so that the publications will be sent directly to the subscriber.

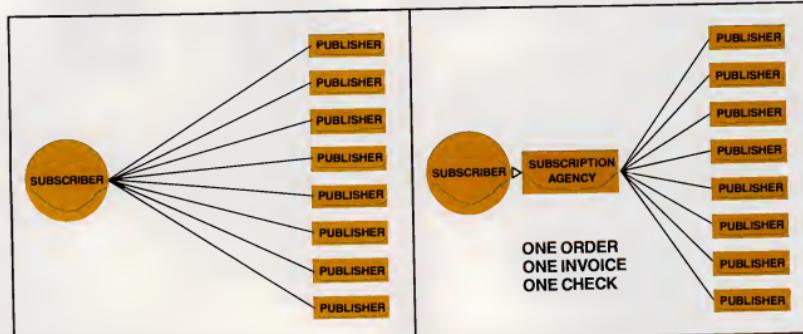
*The subscription agency orders your titles from the publisher, who in turn sends the periodicals directly to you.*

EBSCO Subscription Services is an "agency" because (1) orders are placed with publishers for clients, and (2) publishers are paid for these subscriptions, while being instructed to mail the issues directly to you.

The agency's invoice to the library is, in effect, a request for reimbursement of the agency's money paid to publishers for serial subscriptions, plus possible agency service charges. The service or "handling" charges are discussed with each client before any order is placed.

A successful agency is a "middleman" who works effectively and honorably with both the subscribers and publishers.

The agency guarantees accurate placement of orders with publishers and guarantees that those orders are paid. However, agencies are not publishers' representatives, nor do they receive, stock or mail the issues. Consequently, they cannot guarantee ultimate delivery, nor can they assume the subscriber's financial risk in the event of publisher failure or other non-agent responsibilities. However, the agency is obligated to work diligently in the subscriber's behalf in an attempt to secure delivery.



## A LOOK AT EBSCO SUBSCRIPTION SERVICES.

EBSCO has 10 U.S. regional offices and 8 international locations, strategically located and staffed so that each office can give complete and personalized service to its library customers. No other agency is set up to provide full and personal service from each regional office. The regional services are as follows.

### 1. ORDER PROCESSING

*EBSCO's Order Processing Department initially processes your order.*

The Order Processing Department is responsible for clerically processing a customer's title list. EBSCO's title file (consisting of approximately 165,000 titles), which includes pricing and coding information, is conveniently available online through EBSCONET™. Through the use of the online system, each title on an order can be located on the master file. The Order Processor will then apply all codes and information necessary for the computer to properly price and process the customer's order. EBSCO's quality service begins here.

### 2. CUSTOMER SERVICE

*EBSCO's Customer Service Representative is your "day-to-day" contact concerning your account.*

Although an order is processed accurately by EBSCO, there is still the chance that a problem could arise with the final delivery to the subscriber. This can result from any number of reasons such as publisher error, post office difficulties, labor strikes, or faulty mailing labels.

When problems arise, you can report all of them to one source, the EBSCO Customer Service Representative assigned to your account. EBSCO Customer Service Representatives work exclusively on the customer's behalf, contacting the publishers in an attempt to correct the problems and even providing proof of payment when required. Claims made online are input directly to EBSCO's host computer in Birmingham to provide immediate communication with publishers.

All files and records of your account are maintained in your regional office so that prompt, complete action is possible.

### 3. SALES AND SERVICE CALLS

*With EBSCO, you have contact with your regional General Manager and Sales Representative, as well as your Customer Service Manager.*

Sales and service calls are generally conducted by the General Manager, Sales Representative, or Customer Service Manager from each regional office. This assures continuity between each client's individual requirements and the office servicing these requirements, while allowing communication to be maintained at the most efficient level. In addition, in-service training sessions/workshops are available on request.

### 4. ACCOUNTS RECEIVABLE

*Each regional office maintains their clients' Accounts Receivable records.*

Monthly statements of your account are mailed from each regional office. And since all files are maintained locally, the Accounts Receivable Clerk can answer any questions about charges, payments, etc., locally.



## **EBSCO Can Help You Manage Your Serials More Effectively**

Order Coding, Customer Service, Sales and Service Calls and Accounts Receivable are performed in each of EBSCO's regional offices to provide the most effective service for our customers. Other functions are centralized in our International Headquarters for greater efficiency and economy to provide even better service to our clients while holding service charges to a minimum. Some of these centralized functions include:

- **Data Processing** -Produces orders and checks for publishers; invoices, renewal notices, and customized reports to clients; and serves as the host computer and communication control center for EBSCONET® Online Subscription Service.
- **Title Information** -Conducts bibliographic searches, as well as title and price file maintenance for over 165,000 periodicals.
- **Publisher Services** -Maintains firm of orders and checks, follows up on cancellation requests, produces proof of payment photocopies, handles publisher adjustments, etc.
- **Publisher Relations** -Communicates with publishers to promote understanding of library needs; examines methods to aid publishers in rendering better service.
- **Advertising** -Produces catalogs, bibliographic and serial change bulletin publications, descriptive literature, etc.

### **Is it worth it to the subscriber to have to pay the possible service charge?**

Compared to the internal costs of ordering directly from publishers, an agency service charge is minimal. Actually, the agency could not even do the work for the service charge alone. Most of the agency's revenue is derived from publisher commissions. Only the difference between a reasonable profit margin and publisher commissions is applied as a service charge, so any resulting service charges are still far less than internal ordering costs.

This is generally true of all agencies. However, there are significant variations in operational procedures and service policies among agencies. EBSCO provides many services which are unique in the industry and others which are among the more sophisticated available. Yet, our service charges are competitive with other agencies.

## **What is a Serial?**

A serial is any publication issued in successive parts, usually bearing numerical or chronological designations and intended to be continued indefinitely. Serials include all publications published on a continuing basis, no matter what the format or frequency: periodicals, newspapers, year books, annuals, book/monograph series—both numbered and unnumbered, regular and irregular—continuations, proceedings, abstracts and indexes, GPO and NTIS, serial publications available in microform, and more, no matter where published or by whom.



# EBSCO BULLETIN OF SERIALS CHANGES

The EBSCO Bulletin of Serials Changes is an ideal publication in which to promote new titles, as well as established titles which are undergoing some change, to a wide range of librarians worldwide who subscribe to this bimonthly service. Designed to assist librarians with the seemingly never-ending task of maintaining current publishing information, this valuable publication provides the most up-to-date information available on the following:

New Titles  
Name Changes  
Discontinued Titles  
Suspended Titles

Merged Titles  
Split Titles  
Delivery Problems  
Frequency Changes

Resumed Publication  
Additional Supplementary Volumes  
Cumulated Index: Titles to Section



Print Order: 12,000

#### CLOSING DATE

January 1  
March 1  
May 1  
July 1  
September 1  
November 1

SPECIFICATIONS: Offset—Please supply 1 piece repro or mechanical. Composite negative for full page ad. **Author's alterations will be billed at cost.**

1 page  
1½ page-Vertical  
Inside Covers  
Editorial Listing (30-words)

#### PUBLICATION DATE

January 31  
March 31  
May 31  
July 31  
September 30  
November 30

	WIDE	DEEP	
1 page	7½" x 10"	\$275	
1½ page-Vertical	3½" x 10"	175	
Inside Covers	7½" x 10"	325	
Editorial Listing (30-words)		39	

# EBSCO

SUBSCRIPTION SERVICES

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# Display Advertising Rate Card

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## LIBRARIAN'S HANDBOOK

Containing some 130,000 domestic and foreign titles, the Librarians' Handbook is the most comprehensive serials directory in the world. It is the definitive source and buying guide for librarians and purchasing agents worldwide. The use of this Handbook eliminates the need for consulting any other reference. Complete bibliographic information is given for all types of serials. A Subject Category Serial Listing is also included. To provide more complete reference data, 50 word, boldface editorials are available at \$74 each. All titles editorially listed in the alphabetical section are automatically listed in boldface in the subject category listing.

The Handbook is distributed to major customers via mail, by each of EBSCO's branch offices and at library association conferences. These customers include college and university libraries, industrial accounts, government agencies, public libraries, and research centers throughout the world.



Print Order: 25,000

### CLOSING DATE

- March 1—Editorial Listings
- March 1—Display Ad Reservations
- March 15—Display Ad Copy

**SPECIFICATIONS:** Web Offset—one color with halftones of 85-line screen required. Please supply **1 piece** repro or mechanical. Composite negative for full page ad. **Author's alterations will be billed at cost.**

	WIDE	DEEP	*EA. ADD.	PUBLICATION DATE
1 page	7 1/2" x 10"		\$1090	\$38
1/2 page-Vertical	3 1/2" x 10"		625	43
1/4 page	3 1/2" x 5"		425	48
1 1/2 page	3 1/2" x 2 1/2"		325	53
1st page following editorial matter	7 1/2" x 10"		1150	38
Full page tab				
(2-color) **	7 1/2" x 10"		1395	38
(4-color) **	7 1/2" x 10"		2100	38
Inside Covers	7 1/2" x 10"		3250	38
Your promotional flyer loosely inserted			1750	38

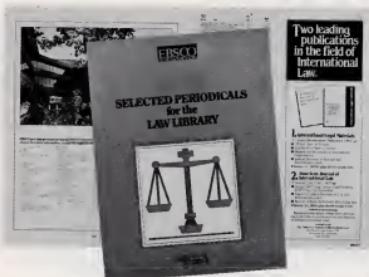
\*Display advertisers receive one free editorial listing.  
Individual Editorial Listings (50-words) \$79 each.  
\*\* Color ads: color-separated composite negative for each color; 133 line screen required on TAB ads.

## PERIODICALS FOR LAW LIBRARIES

Make the influential buyer aware of WHO you are and WHY your publication belongs in their law library by zeroing in on this specialized audience.

12,000 catalogs will be published in July delivering pertinent information on thousands of law and law related periodicals to legal firms, judicial libraries, teaching schools, and businesses with legal departments.

Distribution of the PERIODICALS FOR LAW LIBRARIES will begin with the American Association of Law Libraries conference which is held annually in July, as well as by direct mail, through personal sales contacts, and at all National, Regional and State Library Association meetings which we attend each year.



Print Order: 12,000

### CLOSING DATES

- May 1—Reservations
- May 15—Ad Copy

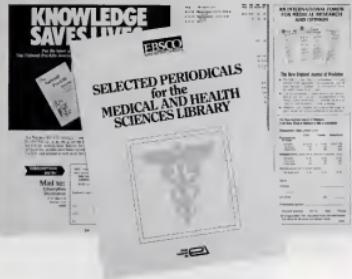
PUBLICATION DATE  
Annually in July

**SPECIFICATIONS:** Offset—Please supply **1 piece** repro or mechanical. Composite negative for full page ad. **Author's alterations will be billed at cost.** 133 line screen required.

	WIDE	DEEP	
1 page	7 1/2" x 10"		\$ 975
1/2 page-Vertical	3 1/2" x 10"		595
1/4 page	3 1/2" x 5"		325
1st Page Following Editorial Matter	7 1/2" x 10"		1050
Inside Covers	7 1/2" x 10"		1350
Back Cover (2 Colors)	7 1/2" x 7"		2800
Full page tab (2-Color)*	7 1/2" x 10"		1150
(4-Color)*	7 1/2" x 10"		1245
Your promotional flyer—loosely inserted			
Editorial Listings (50-words)			1500
** Color ads: color-separated composite negative for each color.			\$ 79 each

# SELECTED PERIODICALS FOR THE MEDICAL AND HEALTH SCIENCES LIBRARY

Professionally edited by a serials librarian, Selected Periodicals for the Medical and Health Sciences Library contains over 1,500 carefully chosen periodicals which are recommended for larger hospitals and other medical libraries. There are 500 key titles indicated throughout the catalog which are recommended for small and medium-sized libraries. A subject category listing as well as a listing of serial publications which are available in audio cassette format are special features of the catalog. Distributed at the annual Medical Library Association conference, by mail to hospitals, nursing schools, and medical school libraries, this publication is a valuable reference tool and comprehensive selection guide for all medical libraries.



Print Order: 18,000

#### CLOSING DATE

April 2—Reservations

April 6—Ad Copy

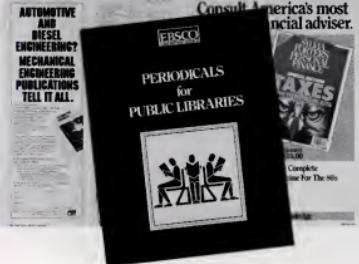
**SPECIFICATIONS:** Offset—Please supply **1 piece** repro or mechanical. Composite negative for full page ad. **Author's alterations will be billed at cost.**

	WIDE   DEEP	PUBLICATION DATE
1 page	$7\frac{1}{2}^{\prime\prime} \times 10^{\prime\prime}$	\$ 875
$\frac{1}{2}$ page-Vertical	$3\frac{1}{2}^{\prime\prime} \times 10^{\prime\prime}$	475
$\frac{1}{4}$ page	$3\frac{1}{2}^{\prime\prime} \times 5^{\prime\prime}$	395
1st page following editorial matter	$7\frac{1}{2}^{\prime\prime} \times 10^{\prime\prime}$	950
Full page tab (2-color)*	$7\frac{1}{2}^{\prime\prime} \times 10^{\prime\prime}$	995
(4-color)*	$7\frac{1}{2}^{\prime\prime} \times 10^{\prime\prime}$	1195
Inside Covers	$7\frac{1}{2}^{\prime\prime} \times 10^{\prime\prime}$	1350
Back Cover (2 colors)	$7\frac{1}{2}^{\prime\prime} \times 7^{\prime\prime}$	2100
Your promotional flyer loosely inserted	1300	
Editorial Listings (50-words)	\$ 79 each	

\*Color ads: color-separated composite negative for each color.

# PERIODICALS FOR PUBLIC LIBRARIES

Public libraries are unique in that they must carry a wide variety of publications appropriate for all age groups in all walks of life and covering all topics. It is quite a challenging task to select the titles which the public will request from the almost limitless number of titles published. Recognizing this, EBSCO publishes Periodicals for Public Libraries. This catalog lists titles most often ordered by public librarians worldwide. It greatly assists librarians by significantly narrowing their selection of titles to those most appropriate, improving all aspects of ordering, providing an excellent method of updating records and researching titles. This catalog is widely distributed through direct mail, personal contacts, and library association conferences.



Print Order: 20,000

#### CLOSING DATE

December 4—Reservations

December 11—Ad Copy

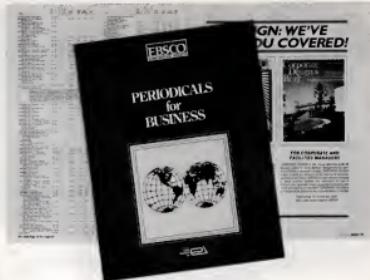
**SPECIFICATIONS:** Offset—Please supply **1 piece** repro or mechanical. Composite negative for full page ad. **Author's alterations will be billed at cost.**

	WIDE   DEEP	PUBLICATION DATE
1 page	$7\frac{1}{2}^{\prime\prime} \times 10^{\prime\prime}$	\$ 895
$\frac{1}{2}$ page-Vertical	$3\frac{1}{2}^{\prime\prime} \times 10^{\prime\prime}$	525
$\frac{1}{4}$ page	$3\frac{1}{2}^{\prime\prime} \times 5^{\prime\prime}$	425
1st page following editorial matter	$7\frac{1}{2}^{\prime\prime} \times 10^{\prime\prime}$	995
Full page tab (2-color)*	$7\frac{1}{2}^{\prime\prime} \times 10^{\prime\prime}$	1090
(4-color)*	$7\frac{1}{2}^{\prime\prime} \times 10^{\prime\prime}$	1200
Inside Covers	$7\frac{1}{2}^{\prime\prime} \times 10^{\prime\prime}$	1350
Back Cover (2 colors)	$7\frac{1}{2}^{\prime\prime} \times 7^{\prime\prime}$	2195
Your promotional flyer loosely inserted		1300
Editorial Listing (50-words)		\$ 79 each

\*Color ads: color-separated composite negative for each color.

## PERIODICALS FOR BUSINESS

Designed with the corporate/business librarian in mind, Periodicals for Business contains ordering information as well as some descriptive listings on over 21,000 publications which are business related. Published in the fall, when orders are placed for calendar year starts, it is a valuable, single-source reference tool for all types of businesses. It includes a subject category listing as a special feature. This catalog is widely distributed by mail as well as at library association conferences throughout the year.



Print Order: 12,000

### CLOSING DATE

August 1—Reservations

August 1—Editorial Listings

August 6—Ad Copy

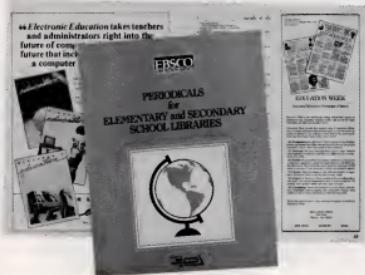
**SPECIFICATIONS:** Offset—Please supply **1 piece** repro or mechanical. Composite negative for full page ad. **Author's alterations will be billed at cost.**

	WIDE	DEEP	
1 page	7 1/2" x 10"	\$ 850	
1/2 page-Vertical	3 1/2" x 10"	495	
1/4 page	3 1/2" x 5"	395	
1st page following editorial matter	7 1/2" x 10"	950	
Full page tab (2-color)* (4-color)*	7 1/2" x 10"	995	
Inside Covers	7 1/2" x 10"	1350	
Back Cover (2 colors)	7 1/2" x 7"	1995	
Your promotional flyer loosely inserted		1295	
Editorial Listings (50 words)		79	

\*Color ads: color-separated composite negative for each color.

## PERIODICALS FOR ELEMENTARY & SECONDARY SCHOOL LIBRARIES

Periodicals for Elementary & Secondary School Libraries is published and distributed annually in January, as the school market places orders in the spring for September starts. This scheduling assures librarians that they have the most current pricing information possible when placing their order. The catalog is specially designed for use by librarians of public and private elementary schools and junior and senior high schools, which make up an enormous market. One special feature is the approximately 2,500 titles most appropriate for schools. Another is the "Handy Ordering List of Periodicals" contained inside every school catalog. Wide distribution is made to school librarians, principals, and superintendents through direct mail and library association conferences.



PUBLICATION DATE

Annually in October

Print Order: 75,000

### CLOSING DATE

September 26—Reservations

October 1—Ad Copy

**SPECIFICATIONS:** Web offset—Please supply **1 piece** repro or mechanical. Composite negative for full page ad. **Author's alterations will be billed at cost.**

	WIDE	DEEP	
1 page	7 1/2" x 10"	\$1090	
1/2 page-Vertical	3 1/2" x 10"	625	
1/4 page	3 1/2" x 5"	425	
1st page following editorial matter	7 1/2" x 10"	1250	
Full page tab (2-color)* (4-color)*	7 1/2" x 10"	1550	
Inside Covers	7 1/2" x 10"	1695	
Back Cover (2 colors)	7 1/2" x 7"	2295	
Your promotional flyer loosely inserted		2995	
		1750	

\*Color ads: color-separated composite negative for each color.

*You Are Cordially  
Invited to  
Display  
Your  
Books and  
Periodicals  
at the  
Influential American  
Library Association  
Midwinter  
Conference  
January 13-18,  
1990 in  
Chicago, Illinois*



**EBSCO's Sample Issue Program extends an invitation for you to display your books and periodicals among those presented for review to over 8,000 Directors of America's largest Public, Special and Academic Libraries.**

Your books and periodicals will receive first class attention when on display to the "influential decision-makers" you want to impress, while your cost is extremely low at only \$45 per periodical or \$55 per book.

EBSCO's booth representatives greet and assist conference attendees. EBSCO provides conference attendees with a FREE printed listing of all publications on display. A REQUEST FORM is provided for librarians to use in requesting samples of periodicals and information about books.

Our program secures those 'all important' names of attendees who are interested in your publication. After the conference these names are forwarded to you and you follow up with sample copies, or information to these 'HOT' leads.

**ACT NOW! Just send us ONE SAMPLE COPY OF EACH publication you wish to display, along with the completed reservation form attached before December 15, 1989. YOUR SAMPLES WILL NOT BE RETURNED FOLLOWING THE CONFERENCE UNLESS YOU SPECIFICALLY REQUEST IT, so be sure to do so on the reservation form if you want your samples returned.**

• • • • • • • • • • • • • • •

- I agree to provide a copy of my publication to any librarian who requests a sample issue.
- I am unable to send sample copies but I will send additional information on the publication.
- Please RETURN my publication to me following the Conference. I understand there is an additional \$10.00 charge per publication for this service.

# EBSCO's Sample Issue Program

## R.S.V.P.

Yes, I want my publication(s) to be displayed at the American Library Association Midwinter Conference in Chicago, Illinois. Please reserve \_\_\_\_\_ # place(s) in your Sample Issue Program exhibit for my publication(s).

### COST

\$45 per periodical/\$55 per book

I am enclosing \$ \_\_\_\_\_. Amount due equals number of publications to be displayed multiplied by the display fee.\* (PLUS \$10 if the publication is returned.)

Please bill me \$ \_\_\_\_\_. Amount due equals number of publications to be displayed multiplied by the display fee, PLUS \$5 handling charge.\*

\*U.S. Dollars. Checks written on non-U.S. Banks should include a \$5 handling charge.

Complete the information below to display one publication. Attach additional sheets as needed to reserve space for multiple publications. (Please type or print.)

Publication Title: \_\_\_\_\_

Freq: \_\_\_\_\_ Price: \_\_\_\_\_

Descriptive Copy (25 words or less): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_

Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: (\_\_\_\_\_) \_\_\_\_\_

Signed by: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

Questions? Call Sandra Young  
(205) 991-1280

Complete this reservation form and return with sample issue(s) for display before December 15, 1989!

Interested in displaying more than ten publications?  
Or, perhaps you'd like your own special display? Call  
Sandra Young at (205) 991-1280 for a special  
'multiple' discount or information on displaying your  
publications in their own exhibit.

Please route this invitation to:

- The Circulation Director
- The Promotion Director
- The Editor
- The Publisher

Mailing Address: EBSCO Subscription Services  
ATTN: Sandra Young, Adv. Dept.  
P.O Box 1943  
Birmingham, AL 35201-1943  
U.S.A.

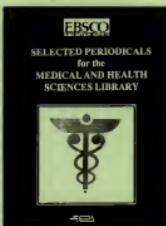
Please Note: Use Mailing Address (above) ONLY for  
packages being sent via U.S. Mail. Otherwise, use  
Shipping Address below:

Shipping Address: EBSCO Subscription Services  
ATTN: Sandra Young, Adv. Dept.  
Top of Oak Mountain, Hwy. 280E  
Leeds, AL 35094  
U.S.A.

Additional  
Promotional  
Opportunities

I am interested in learning  
about the possibility of  
advertising in EBSCO's  
catalogs for the various  
library markets.

# Get your message across to thousands of subscription buyers for just \$79.



## Advertise in EBSCO's 1990-91 *Selected Periodicals for the Medical and Health Sciences Library* catalog.

Published annually each May, the *Selected Periodicals for the Medical and Health Sciences Library* catalog is a reliable resource used every day by people who select medical and health publications for their libraries.

A 50-word description of your publication will draw attention to your journal and tell librarians what it's all about.

Your selling message will reach more than 18,000 health professionals when the catalog is first distributed at the annual Medical Library Association conference. But that's just the beginning of your exposure. The catalog is also distributed at all state, regional and national medical conferences, hospital libraries, medical school libraries, government health agencies, medical schools, teaching hospitals, nurses' training schools and hospitals with more than 50 beds. Your ad is an easy and economical way to grab the attention of this vast audience.

Give your publication more visibility by reserving space now -- for a display advertisement, a 50-word descriptive selling message, or both -- in the 1990-91 *Selected Periodicals for the Medical and Health Sciences Library* catalog. Set your titles apart from thousands of others and challenge the competition for subscription dollars!

See reverse side for all the details you need to take advantage of this opportunity. Take a few minutes today to complete and return your descriptive listing. With so many medical and health sciences titles competing for subscriptions today, it's the cure for getting lost in the crowd. Deadline for advertising: March 30, 1990.

## 1990-91 Selected Periodicals for the Medical and Health Sciences Library Catalog

Yes, I want to include a 50-word descriptive listing at just \$79 per title. (Please submit additional descriptive listings on your stationery.)

Title of Publication \_\_\_\_\_

Descriptive Listing (50 words) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Freq. \_\_\_\_\_ Sub. Price (U.S.\$) \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

ZIP \_\_\_\_\_ Country (if other than U.S.) \_\_\_\_\_

Telephone(    ) \_\_\_\_\_ FAX(    ) \_\_\_\_\_

Authorized by \_\_\_\_\_ Date \_\_\_\_\_

Print name \_\_\_\_\_ (signature)

Payment Enclosed       Please Invoice

I am interested in a display advertisement.

Please send more information.

Complete this form and mail today!



75 E. Madison Avenue • Dumont, NJ 07628

Phone: (201) 387-2660

FAX: (201) 387-0671

***Don't forget -- the deadline for space reservation  
is March 30!***